

## **Abstract**

Diploma thesis *The transformation of communication models within cyberspace* deals with the topic of communication on five current social network sites (Facebook, Twitter, LinkedIn, YouTube and Instagram).

First part of the thesis focuses on theoretical background of traditional communication models. Selected models include: Shannon and Weaver Communication Model, Cultural and Ritual Model, Jakobson's Model, Publicity Model and communication model created by Vilem Flusser and Palo Alto School. Networked communication has been undergoing fast development which has caused that some communication models became obsolete. Thus it is necessary to define new communication features on social network sites, since these changes in conjunction with technology development and needs of contemporary society.

User activity, cycle and egocentric communication processes, up-to-date and spontaneous content are the characteristic features of current communication on social network sites.